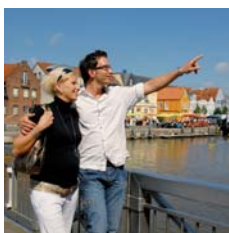




Husum

for business and pleasure





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Welcome to Husum!



Exhibition centre and holiday resort: Welcome to Husum!

Husum: international wind capital and venue for the world's leading wind energy trade fair. Husum: historic seaport with small-town character, and popular holiday destination, where two seemingly contradicting profiles come together to form one coherent image. It is the mixture of tranquility and the hospitality shown to tens of thousands of holidaymakers every year that accounts for Husum's charm as an exhibition and congress venue. This is where cosmopolitanism and down-to-earthness come together, where you can find calm and concentration. So welcome to Husum, the town on the North Sea coast, where work and play, business and recreation, entrepreneurial spirit and sensitivity for natural surroundings, economic activity and cultural experience come together so excellently!



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Wind Energy



HUSUM WindEnergy: shop window for an internationally successful industry



Wind energy is generally considered to be a successful industry with excellent prospects for the future, and the ascendancy of the HUSUM WindEnergy trade fair has been just as dynamic as the development of the sector as a whole. HUSUM WindEnergy has grown from modest beginnings to become the leading international trade fair for the industry. It is now the shop window for the world-wide wind energy sector, and the meeting place for all the industry's movers and shakers – with an ever-increasing number of exhibitors and visitors.

The first "Husum Wind Energy Days" were held in 1989 – in a livestock auction hall – at a time when no-one, anywhere in the world, took wind energy as an economic factor seriously. The town on the windy North Sea coast soon showed that it had the potential to be not only the leading wind location, but also to be an exhibition venue. The new exhibition hall was completed in 1997, and its infrastructure constantly improved over the following years. The current expansion programme includes an exhibition and convention centre that will be completed by 2010.



Despite all the effort put into growth and optimisation: HUSUM WindEnergy (in co-operation with Hamburg Messe & Congress GmbH since 2007) remains a trade fair with charm, of international standard yet with a flair that only a (cosmopolitan) small town can offer. Wherever you are in Husum during HUSUM WindEnergy: you are always right in the middle of the wind industry!

For more details check out:

www.husumwindenergy.com



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Vestas develops the technology that turns wind into modern energy.

Wind Energy





The New Energy Husum trade fair: Where everything is about sun, biomass & co.

In Husum, renewable energies were recognised as an economic factor very early on. This is why Husum Messe – which is by the way one of the very few privately managed exhibition companies in Germany – has not focused on wind alone, but also on sun, biomass and the like, as demonstrated by the New Energy Husum trade fair.

Since early 2002 this trade fair has also developed as rapidly as the sector it showcases. Whether you are interested in photovoltaics, solar heating, geothermal energy or heat pump technology, pellet and firewood heating, biogas plant technology, small wind turbines or state of the art energy-saving options – New Energy Husum showcases the whole range of renewables apart from commercial wind energy systems. Due to great demand, and the rapid developments in the regenerative energy sector, New Energy Husum is being held annually as of 2008.

For more details check out: www.new-energy.de



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The BZEE Renewable Energy Training Centre is run by the industry for the industry, developing qualification standards for employees in the renewable energy sector, especially in the wind industry. These standards and qualifications are demanded and accepted throughout the industry in Germany, the EU, and further abroad. The BZEE also runs courses for training wind turbine service technicians to BZEE standard, and to German Chamber of Industry and Commerce examination standard.



Exhibition success through expertise and teamwork

What is a trade fair or exhibition without a worthwhile website, without effective marketing, reliable technology, or adequate media coverage. Behind the Husum Exhibition Centre there is a team of focussed regional companies working with professionalism and experience – unseen by the outside world, but all the more effective for it.

Their various areas of expertise dovetail like the cogs of a well-oiled machine to provide an un-

mistakable and attractive profile for the Husum exhibition centre, in print and on the Internet, in both German and English and with professional content management. Here this team is about communication and customer care, sponsoring, and organising events like job fairs and symposiums. It is also about photographs and films, audiovisual presentations, and the accompanying technical framework, from simultaneous interpreting to film editing and presentation.

Husum Business



From the initial idea to the finished product, this network of communication experts and graphic designers, technicians, translators and Internet specialists, photographers, film makers and journalists, work hand in hand – quickly and expertly, reliably and efficiently, and always in harmony, united by their mutual objectives. Their motto is professionalism through expertise and teamwork, which is indispensable for a successful exhibition!



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Renewable Energy for Everybody!

BeBa Energie GmbH, situated on the west coast of the most northern German Province of Schleswig-Holstein and has a long-standing experience in the renewable energy area – besides the professional realization of electro installation mainly in the field of highquality and reliable photovoltaic and solar thermal projects. Recently with the new market segment small wind turbines a further innovative branch is added – our credo: everyone should have the possibility to supply himself with electricity and heat from the power of the sun and wind."

It's a One-Stop Expertise.

The departments of BeBa Energie GmbH comprise besides planning and turn-key installation of photovoltaic and solar thermal systems also its energetic linked combination. It's a One-Stop Expertise: On-site inspection at customer's, calculation of profitability, dimensioning of the modules and – in case of photovoltaics – the inverters, assembly of the racks for the installation of modules, administrative paperwork, commissioning as well as the maintenance. Furthermore BeBa Energie GmbH offers within the maintenance contract a daily remote monitoring of the installed pv system – our "extraplus of safety".

Renewable Energy for Everybody!



A historic seaport full of cultural diversity

The writer Theodor Storm (1817 to 1888) described Husum as the "grey town on the coast". Today he would not recognize his native town, because it has developed into a port full of colour, life and cultural diversity: where the townscape, a blend of historic and contemporary buildings, traditional seafood restaurants and trendy pavement cafés around the harbour, combine tradition and modern spirit. Museums and centuries-old buildings tell an exciting story that can be brought even closer with a guided tour of the town. The "Speicher" (warehouse) in Hafenstrasse is a communications centre and focal point for contemporary art, literature, and music. That economic life can be enhanced by creative activity is demonstrated by HUSUMwindART, where as part of HUSUM WindEnergy 2007 five artists

added a special accent in various locations around the town with their creative projects.

And the range of museums! At the Theodor Storm Centre you can visit the writer's working room, and the Nordsee Museum really brings the world of the coastal people to life. The Schiffahrtsmuseum (Maritime Museum) offers those with maritime interests a mass of original exhibits and finds. The "Schloss vor Husum" is an impressive renaissance building, and the Ostenfelder Farmhouse is the oldest open-air museum in Germany. A culture path connects Husum's museums with significant historic sites.



Husum Culture



Accommodation in Husum: family access included



Husum is an international exhibition venue, where exhibitors and visitors are welcome from all over the world. Yet Husum is and remains a small town, which is why it has few top-flight hotels. On the other hand, it offers an array of other accommodation options – in smaller town hotels or boarding houses, in private rooms under thatched roofs, or lovingly furnished holiday apartments. And in some cases you are really part of the family.

Information:

Tourismus und Stadtmarketing Husum GmbH

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www.husum-tourismus.de

info@husum-tourismus.de



*Our credo:
to coddle you with enthusiasm.*

The historic schoolhouse in the birthplace of Theodor Storm welcomes you with a unique and picturesque image. Your stay in Husum's former grammar school building which now is a luxury hotel will surely be a heavenly pleasure for you.

Friendly colors and a tasteful interior design create a fascinating as well as relaxing atmosphere. Its 72 rooms and suites are individually and cosily arranged. Italian furniture, warmly colored drapery, and british carpeting have turned the former

class-rooms into fancy homes. Every room offers radio, color-TV, phone, minibar, a safe, and is basically equipped with air-condition and ports for fax-machine or computer. Some have a balcony or a terrace.

Our restaurant is a perfect blend of nouvelle cuisine and a slight but distinctive dash of local and regional art of cooking. Our various menus fit every connoisseur's taste – simply follow your tongue.

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An overview of our key services

- We develop and deliver individually designed, made-to-measure insurance solutions for renewable energy projects, with particular reference to wind energy.
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- We also provide you with Europe-wide support services.



GOrena GmbH – Gothaer renewable energies agency

Formerly Generalagentur John Knox

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The Husum Countryside

A region shaped by the forces of nature



Shaped by the North Sea, the tides, wind and waves, the area around Husum, the coastal town in the middle of a unique landscape made up of marshes, meadows and mudflats, is protected by a 440,000 hectare national park. Where else could such a clean, sustainable, technology as wind energy develop better than in a region where one can experience nature so close at hand? The forces of nature have determined Husum's fortunes from earliest times. Originally a settlement of no great

significance, the heavy storm tide of 1362 altered the whole coastline and made Husum the port it is today. So it was a disaster that was the basis for the town's economic prosperity.

For centuries, life and economy in Husum were affected by shipbuilding and fishing. But the willingness to look after what is worth preserving while being open for new opportunities is something that has characterised the town and its people from



The Husum Countryside



time immemorial. This can be seen nowhere better than around the harbour, where well-preserved historic buildings meet modern architecture. And where ships were once launched in the old shipyard, they now build wind turbines.

Renewable energies now set the pace in Husum, because nowhere else in Germany is there such a concentration of knowledge and economic power for an up-and-coming industry. Husum is not just host to the world's leading trade fair for the wind industry, HUSUM Wind-Energy, but is also the business base for two leading wind turbine manufacturers, the Renewable Energies Training Centre (BZEE), and the House of Future Energies.



The Lamb Farmer's Shop

Back when hardly anybody was talking about direct marketing of regional products, Bertha and Hans-Werner Baumbach from Nordstrand had the idea of processing and selling the meat from their own lambs, reared on the dykes and meadows of the foreland, from their farm on the peninsula to the west of Husum. From its modest beginnings in a side building on the farm, its shop is now an attractive retail outlet offering a varied range of sheep products: meat and sausage specialties, cheese, wool, sheepskins and much more (also by mail order at www.lammfleisch.de). The senior partners leased the shop to their longtime business partner, master butcher Jens-Uwe Burmeister, but the dyke sheep farm with its 150 ewes is still in their hands. In the farmer's shop the emphasis is on continuity: some of the original recipes from Bertha Baumbach's kitchen, such as for lamb in aspic, have remained unchanged to this day.



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The Wind Business



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The WKA-System from HTS guarantees a flexible, simple and safe mounting of tower segments of a wind turbine with only six hoist rings. Regardless of the different flange dimensions, different screw sizes used or the weight, one WKA-System can handle all towers, since only the adequate screws have to be exchanged therefore. The HTS-FS, a

fail-safe colour code system for the screws and nuts prevents the user of using bigger nut sizes on smaller screws and also helps to find them on the ground and to differ from regular silver screws. For transport and storage the WKA-System including all belongings as snatch blocks, shackles, ropes and nylon slings can be retained in a stackable box.

Fish and seafood of all shades

At Fischhaus Loof in Husum everything is about seafood: fish and prawns, freshly caught, pickled or as delicious salads – in short, this is where finest quality seafood of (virtually) every imaginable kind ends up in the display case and on your plate.

The house at the lower west end of Hafenstrasse is an institution in Husum, with a real sense of tradition and yet innovative at the same time. In the decades since our founding the business has constantly developed from

being a simple fish shop to a modern self-service restaurant offering a very varied culinary range of products. Since 2008 we also have the neighbouring glass building direct on the edge of the harbour, selling direct to the street and with the

“No.2” snack bar, and our first-floor restaurant Steak & Meer. In the restaurant you can enjoy artful and imaginative fish, meat and vegetarian dishes, the right accompanying beverages, and an exquisite panoramic view



of Husum's harbourscape and the wind turbines on the former shipyard.

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The Wind County

Business base North Frisia: tourism, wind and more



North Frisia boasts not only very popular tourist destinations on its mainland coast but also on several islands, and the **halligs**, the unique, small yet populated islands where most of the land is submerged at high tide. Tourism is the main industry on the west coast of Schleswig-Holstein, creating 20 percent of the region's income. The healthy North Sea climate and attractive spa facilities make the county a real "feel-good" address.

But North Frisia is also a strong wind base, with a particularly high proportion of wind farms. It is the business base for turbine manufacturers, component suppliers, and numerous wind sector establishments. Successful enterprises in other sectors of the economy have also settled here. The largest industrial employers in the region include book printers Clausen & Bosse in Leck, and biotechnology enterprise Danisco in Niebüll.



The North Frisian economy in numbers

Surface area: 205,000 hectares

Population: approx. 160,000

Per capita income: 15,979 Euros

Employment quota: 70 percent

Per capita gross domestic product: 22,780 Euros

Industry shares in the gross value added:

Service industry: 60 percent

Production industry: 16 percent

Agriculture and forestry: 4 percent

Trade and transport: 19 percent

A successful trade fair needs ...



... expert and comprehensive management of sponsoring activities, congress events and marketing support
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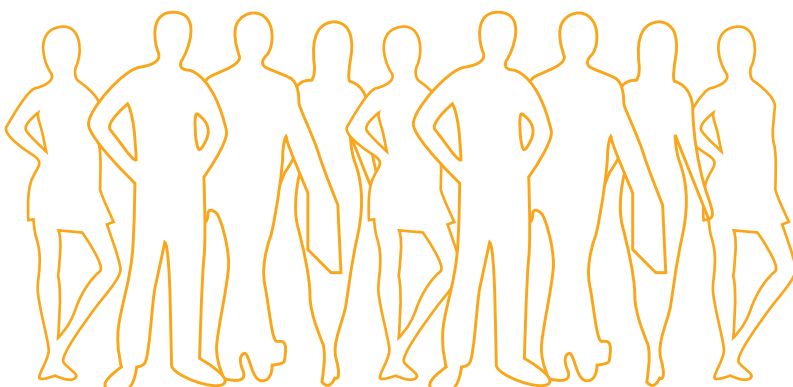
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Business development in North Frisia

It is only logical that a focus of business development in North Frisia is, in such a unique “wind county” as this, on the wind energy industry and other renewable energies. This county, on the North Sea coast, far up in the north of Schleswig-Holstein, has always played a pioneering role in the wind sector in Germany; and the industry’s offshore plans are providing still more impressive growth prospects for North Frisia.

The North Frisia Business Development Corporation helps businesses that want to settle here, looks after companies already here, initiates infrastructural measures, develops concepts, arranges contacts, informs and advises. It is a subsidiary enterprise of the North Frisian local authorities, and usually provides its services free of charge.



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www.wind-energy-market.com



This international wind energy portal is launched by the German Wind Energy Association.

On this platform you find detailed information about small and big wind turbines and wind energy experts.



windcomm schleswig-holstein: the wind network

windcomm schleswig-holstein is a network that brings together the wind industry expertise in the region, and co-ordinates its activities. For wind turbine manufacturers, service providers or suppliers from the mechanical or electrical engineering sectors, the IT sector or trade and repair businesses, training and retraining organizations, or research and development facilities: windcomm schleswig-holstein is the point of contact for Schleswig-Holstein based businesses and institutions involved in the wind industry, or those who want to enter this booming market.



windcomm in brief:

windcomm schleswig-holstein is a project run by the North Frisia Business Development Corporation in partnership with the Rendsburg-Eckernförde County Business Development Corporation and the Brunsbüttel Development Company (egeb). windcomm schleswig-holstein is funded by the European Fund for Regional Development (EFRE) through the Future Economy Programme, and also by the Schleswig-Holstein state government.

windcomm schleswig-holstein

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Wirtschaftsförderung-Gesellschaft
des Kreises Rendsburg - Eckernförde



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Brunsbüttel mbH

Landesregierung
Schleswig-Holstein



Europäischer Fond
für regionale Entwicklung



Business base Husum: from shipbuilding to wind turbines

Husum is the county town of North Frisia, and the economic and cultural centre of the region. For centuries life and economy here were shaped by shipbuilding and fishing. But the town has always been quick to seize an opportunity, and within a few short decades Husum developed into an important centre for both wind energy and tourism.

There is no better place to observe this change than in the surroundings of the inner harbour: its maritime flair is a magnet for visitors and locals alike – overlooking the site of the former shipyard; they now build wind turbines where ships were once launched. Husum has become the wind capital, the business bases for turbine manufacturers and a large number of suppliers, the venue for the HUSUM WindEnergy trade fair, home to the BZEE

Renewable Energies Training Centre, the House of Future Energies, *windcomm* schleswig-holstein, and many more...

Husum is connected to the national traffic network by means of Federal Highway 5 (extension of the A23 Hamburg-Heide autobahn) and train links to Hamburg (intercity), Westerland/Sylt, and Kiel. Sea connections to other North Sea regions are by way of Husum harbour.



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Small wind turbine

*Autonomy by
own energy production*



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Nabenhöhe: 15,5 m (18,5 m)
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Nennleistung: 5,0 kW

Rotor diameter: 4,5 m
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Flourishing town with picturesque flair

While many people love to come to North Frisia for their holidays, the locals here on the west coast of Schleswig-Holstein are more than pleased to be able to live and work here all year round. And nowhere is this truer than in the county town of Husum and its surroundings. Living here really is wonderful, with the healthy North Sea climate, in a delightful small town that boasts an attractive combination of historic buildings and modern infrastructure.

The influence of the tides can be seen everywhere around Husum, where the North Sea extends right into the heart of the town. The inner harbour with its leisure boats and the picturesque mix of colourful old houses and contemporary architecture, pretty pavement cafés, quaint pubs, long-established restaurants and great variety of shops is the real heart of the lively town centre.

Yet Husum has a great deal more to offer than an attractive appearance with a distinct maritime flair, it is also a hive of trade and commerce, with a booming wind energy based industry. Husum has green surroundings and offers an attractive variety



of accommodation, ranging from generously proportioned town houses and chic new apartments to detached family houses with their own garden. Husum also offers a wide range of leisure activities, with good transport connections due to its position on the main train line between Hamburg and Westerland, and the proximity of Federal Route 5. Husum also boasts excellent hospitals and specialist doctors, kindergartens and schools – and even has its own beach right outside the town gates.



Competence Center for Wind Energy Schleswig-Holstein

Research Network of the Universities of Schleswig-Holstein



- Research and Development
- Technology Transfer
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Ministerium für Wissenschaft,
Wirtschaft und Verkehr
des Landes Schleswig-Holstein



E F R E

The Wind County



The art of life in North Frisia

Husum is such a popular holiday destination that the whole town is always focused on its guests. Those on business, and trade fair visitors, can also experience the special Husum charm in terms of a personalised and friendly service that goes well beyond professional day-to-day business. So when you have time off from your business activities, you are guaranteed to enjoy yourself! Husum offers a great deal to see, experience, and enjoy.

There is a good array of attractive shopping opportunities, from fashion boutiques with international ranges to well-assorted specialist stores. You can

also enjoy a stroll through the farmer's market around the town's landmark, the Tine: One greets friends, has a chat, and in many cases the shoppers still speak Plattdeutsch (Low German) with one another.

The direct proximity to the North Sea and the surrounding farmland influences the local restaurants: serving freshly caught fish and seafood, and vegetables fresh from the fields. Some days you can also buy shrimps in the harbour, straight from the cutters.

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The Husum Exhibition Centre is growing!



Modern and multi-functional: The new congress centre is coming!

Very soon there will be new, representative space for you to showcase your products, hold conferences or parties and stage events. In September 2010 the new Husum Congress Centre will be opening its doors in time for the HUSUM WindEnergy trade fair. Besides a light-flooded reception and exhibition area, the congress centre directly adjacent to the Husum Exhibition Hall will have over

4,500 square metres of multi-function stage area incorporating the latest stage technology, and numerous seminar rooms. We at Messe Husum are on hand to help you plan and organise your congress, party conference, product presentations or whatever event you wish to stage. Find out about the many and varied opportunities available at the new Husum Congress Centre.





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